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To: U.S. Patent and Trademark Office

From: Edward M. Weisz, Esq.

Attention: Examiner: Bui, Bing Q.

Group Art Unit: 2642

Fax: 571-273-8300

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Re: Serial No. 10/098,667

Date: Monday, February 06, 2006

Our Ref.: 5068-15

☐ Confirmation will follow☒ No confirmation to follow

- Communication dated February 6, 2006
- Substitute Power of Attorney dated January 25, 2006

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FEB 06 2006

Attorney Docket # 5068-15

Patent

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Alex MASHINSKY

Serial No.: 10/098,667

Filed: March 15, 2002

For: System and Method for Facilitating Targeted  
Marketing Over a Telecommunication NetworkExaminer: Bui, Bing Q  
Group Art: 2642I hereby certify that this correspondence is  
being transmitted by facsimile transmission  
to fax no. 571-273-8300, at the United  
States Patent and Trademark Office, onFebruary 6, 2006  
(Date of Deposit)Edward M. Weisz  
Name of applicant, assignee or Registered Representative

Signature

February 6, 2006  
Date of SignatureCommissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450COMMUNICATION

SIR:

Enclosed please find a duly executed Substitute Power of Attorney. Please make this a part  
of the file.

It is believed that no fees or charges are required at this time in connection with the present  
application. However, if any fees or charges are required at this time, they may be charged to our  
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Respectfully submitted,  
COHEN, PONTANI, LIEBERMAN & PAVANE

By

Edward M. Weisz

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Dated: February 6, 2006

JUN-18-2004 06:00 From:

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Attorney Docket # 5068-15

Patent

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Alex MASHINSKY

Serial No.: 10/098,667

Filed: March 15, 2002

For: System and Method for Facilitating Targeted Marketing  
Over a Telecommunication Network

Examiner: Bui, Bing Q  
Group Art: 2642

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

SUBSTITUTE POWER OF ATTORNEY

Sir:

Applicant hereby revokes all previous Powers of Attorney in connection with this application and appoints the following attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith:

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Dated: 01/25/06

By:

Alex Mashinsky